WINTER POLLUTION SEASON
Pollution remains a concern for Valley residents and visitors. Particulate matter (PM-2.5 and PM-10) - small particles that can pass through your throat and nose, enter the lungs, and may even get into the bloodstream - pose the greatest risk during the winter months. The mission to reduce pollution is still vital to our health.

The main contributors include:
• exhaust from cars, especially single occupant vehicles
• leaf blowers and gas powered lawn and garden equipment that raise large amounts of dust
• burning wood in fireplaces and stoves, as well as burning leaves, trash or other materials
• dust from construction sites, vacant lots, dirt roads, and off-road areas where there is destabilized soil

Take steps to reduce pollution and commit to one day, download the Clean Air Make More Mobile App, sign up for alerts by text or email and more. Learn more and take action here.

TRANSIT SERVICE CHANGES OCCURED OCTOBER 23
On October 23, Valley Metro’s bus network expanded throughout the Valley with three new bus routes and a 15-mile extension of an existing route. These routes include:

Route 83 – 83rd Avenue
Route 140 – Ray
Orbit Saturn
Zoom North

View all routes here. The next service changes occur on April 23, 2018.
A LITTLE ONE-ON-ONE GOES A LONG WAY

The Travel Reduction Program (TRP) aims to reduce pollution and traffic congestion by decreasing drive-alone trips to the workplace, or school for driving-age students. This is not always easy for the transportation coordinator to achieve when commuters are comfortable in their own vehicles and face challenges of sharing the ride, such as after work errands, varying schedules and don't know where to turn to for a carpool, vanpool or transit solution.

Meet Jill Chafitz, Director of Customer Relations and Transportation Coordinator at Arrowhead Honda in Glendale, AZ. “Overcoming obstacles is tough, especially in the West Valley where transit is not as robust,” she explained. “Schedules in the car industry are also unpredictable, which makes planning a carpool tricky.”

For the past two and half years, though, Jill has found that providing the resources for employees vital. Tools like ShareTheRide.com, Valley Metro’s online trip matching system, allows employees to search outside of Arrowhead Honda for a carpool or vanpool; zip code matching reveals potential carpools within the company; and bike maps show routes to take by bike when the weather is cooler. “I also remind employees that participation doesn’t have to be every single day. Once or twice a week will add up to substantial savings and earn chances to win prizes. Employees really enjoy the movie tickets and popcorn we give away!” Jill chuckled.

Jill explained that participants sometimes need to be reminded to track their trips and enter the contests. They are grateful when she sits down with them and reviews their timecard, when necessary, to capture the alternative mode activity. “This is only possible because we have a small group of participants and won’t be able to when we grow the TRP,” she cautions those who need a reminder.

Carpooling and bicycling are the most popular alternative modes of transportation for Jill’s group. “Last quarter, I featured employee, David M, who rides his bike every day twelve miles roundtrip, tracked trips and entered our drawing. We are happy to feature winners because it builds excitement and raises awareness of the TRP and the need for cleaner air!” Jill proudly shared.

TRANSPORTATION COORDINATOR (TC) AND BONUS GAME CHANGERS WEBINARS

TC webinars provide a great channel for Travel Reduction Program (TRP) updates. We encourage you to attend, ask questions and share the recorded version with employees. For a schedule of TC webinars, click here.

The Commute Solutions team has recently launched a series of bonus webinars called Game Changer webinars. These will be held on occasion and announced via email. Topics include telework and compressed work schedules, how bicycling brings together a community and transit education benefits.
30th Annual Clean Air Awards

Valley Metro celebrated those who contributed to making our Valley a better, healthier place to live and work at this year’s Clean Air Campaign Awards and Luncheon.

Outstanding Transportation Coordinator – Winners were honored as follows:

- Outstanding Transportation Coordinator – 50-250 employees
  Dixie Fencl

- Outstanding Transportation Coordinator – 251-500 employees
  Katie Kes

- Outstanding Transportation Coordinator, More than 500 employees – Public Employer
  Kenneth C. Harper

- Outstanding Transportation Coordinator, More than 500 employees – Private Employer
  Danielle Taylor

- Maricopa County Outstanding Travel Reduction Program – 50-250 employees
  Paradise Valley Country Club

- Maricopa County Outstanding Travel Reduction Program – 251-500 employees
  Endurance International Group

- Maricopa County Outstanding Travel Reduction Program, More than 500 employees – Public Employer
  City of Mesa

- Maricopa County Outstanding Travel Reduction Program, More than 500 employees – Private Employer
  Desert Mountain Club

- Outstanding Leadership
  Bill McComas

- Outstanding Marketing & Creativity – Electronic and/or Print Media
  SRP

- Outstanding Marketing & Creativity – Event or Campaign – Less than $500 budget
  MARC Community Resources, Inc.

- Outstanding Marketing & Creativity – Event or Campaign – More than $500 budget
  Origami Owl

- Outstanding Commuter – Bus or Light Rail Rider
  Willie Haynes

- Outstanding Commuter – Carpooler or Vanpooler
  Fred Hendrix

- Outstanding Commuter – Bicyclist or Walker
  Michael N. Sanders

- Outstanding Multi-Modal Commuter
  April Perkins

- MAG Livable Communities
  City of Tempe

- Corporate Sustainability – 50-499 Employees
  Garmin International – Chandler Office

- Corporate Sustainability – 500-1,500 Employees
  Express Scripts, Inc.

- Corporate Sustainability – More than 1,500 Employees
  Charles Schwab

- People’s Choice Most Creative Bulletin Board
  Navajo Elementary School

A special thank you to the sponsors of this year’s event:
WORLD CARFREE DAY RESULTS
On Friday, September 22, Valley commuters celebrated World Carfree Day (WCFD). This global movement urges commuters to bike, carpool, vanpool, telework or take transit instead of driving alone. The goal is to achieve less noise and air pollution. Congratulations to Ashley R. who participated in the one-day contest at ShareTheRide.com and won a $25 Harkins Theatres gift card!

CHANGE YOUR GAME PLAN VIDEO CONTEST PROVIDED INSPIRATION!
Thanks to those who participated in the video contest held in September. Winners Mark G, who cycles and Jen H, who teleworks, shared reasons why they choose their commute solution. They also won great prizes for their clean air efforts!

MATERIALS ORDER FORM
Transportation Coordinators (TCs) can help increase awareness and encourage employees and driving-age students to use alternative modes of transportation by placing brochures, maps and Ride Guides in high-traffic areas, such as a lunch room or lobby. Order your materials here. Consult your Commute Solutions coordinator for assistance.

CONGRATULATIONS TO TRP EMPLOYERS WHO REACHED 60% TARGET
Valley Metro and the Maricopa County TRP congratulate and recognize the TRP employers who have recently met or exceeded their drive-alone rate and/or miles traveled goals at one or more worksites. Click here for a list of the TRP employers who achieved the 60% drive-alone target.

INTRO TO TRP CLASS ONLINE
Valley Metro offers a free class for new TCs anytime online. The class provides an overview of the TRP and keys to success. For details and to register, click here. Once completed, other courses may be taken.

VALLEY METRO RETAILERS INCLUDE:

BUY YOUR TRANSIT PASS BEFORE YOU BOARD AND SAVE TIME
Save time when you buy your pass before boarding the bus or light rail. There are more than 800 locations valleywide where you can purchase your pass. For a complete list of retail locations, along with the types of passes available and store hours, visit valleymetro.org.